



# ACCEPTANCE OF CALFRESH HEALTHY LIVING PROGRAM FUNDS

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*Thomas R. Coleman, M.D., M.S.*

*Health Services Advisory Board Meeting*

*September 3, 2019*



# FRAMING OF *LIVE WELL SAN DIEGO*



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## BUILDING BETTER HEALTH



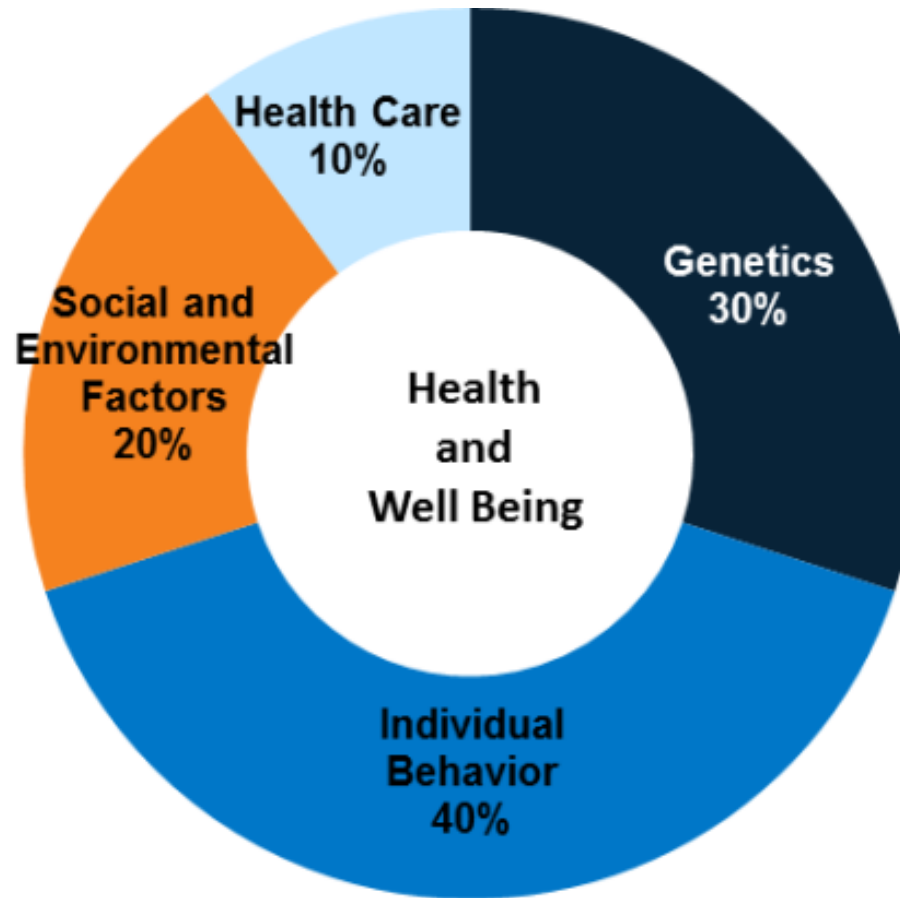
<sup>1</sup> World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."  
[http://www.who.int/dietphysicalactivity/media/en/gsf\\_general.pdf](http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf) (Accessed September 22, 2011).

<sup>2</sup> 3Four50, [www.3four50.com](http://www.3four50.com) (Accessed September 22, 2011).

# IMPACT OF DIFFERENT FACTORS ON RISK OF PREMATURE DEATH



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SOURCE: Schroeder, SA. (2007). We Can Do Better — Improving the Health of the American People. *NEJM*. 357:1221-8.

# THE CALFRESH HEALTHY LIVING PROGRAM

(FORMERLY KNOWN AS THE  
NUTRITION EDUCATION AND  
OBESITY PREVENTION  
PROGRAM)



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- **Core and sustained source of funding** for addressing obesity and chronic disease prevention
  - Started in 2012; this will be 4<sup>th</sup> cycle of program
- **Funding:** United States Department of Agriculture (USDA) via the California Department of Public Health.
  - Average award: \$4 million annually
- **Goal:** Improve the likelihood that individuals eligible for Supplemental Nutrition Assistance Program (SNAP) will make healthy food choices within a limited budget, and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans.

# IMPROVING HEALTH EQUITY COUNTYWIDE



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## TARGET AUDIENCE

- Interventions occur throughout the county and across the lifespan
- **Low-income individuals** who qualify for SNAP benefits or other federal assistance programs
  - Census tract where **more than 50% of the households earn below 185% of the Federal Poverty Level**
  - Students that qualify for **Free and Reduced Price Meals**

# OVERARCHING STRATEGIES



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1. Optimize and enhance the food system to support a healthy diet
2. Increase access to and demand for healthy food
3. Promote drinking water and restrict sugar-sweetened beverages
4. Increase physical activity opportunities



# County of San Diego's CalFresh Healthy Living Program has made Healthy Choices Easier Where People...

LIVE

LEARN

WORK

SHOP

## Place Matters

The NEOP program is going beyond educating individuals and families on how to eat healthy and be physically active; we are also shaping neighborhood settings to foster health by multi-layering a combination of individual, environmental, and community level interventions.

### LIVE

Partnering with residents, cities, and community and faith-based organizations to **advance city policies and neighborhood environment changes** that foster active transportation and healthy food systems.

### LEARN

Promoting the Wellness Champion Program that helps child care providers **improve the nutrition and physical activity environments** in child care settings. Providing resources and support to teachers to increase nutrition and physical education opportunities; support school cafeterias to **increase sales and consumption of healthy food**; and **support safe routes to school projects**.

### WORK

Helping employers establish wellness policies and programs that support healthy behaviors among their employees and **create healthy workplace environments**.

### SHOP

Building relationships between neighborhood retailers and produce growers, distributors, and farmers markets to develop business models that **increase access to and affordability of healthy food and beverages**, and **reduce food waste**.



# FFY 2013-2019 BUDGET



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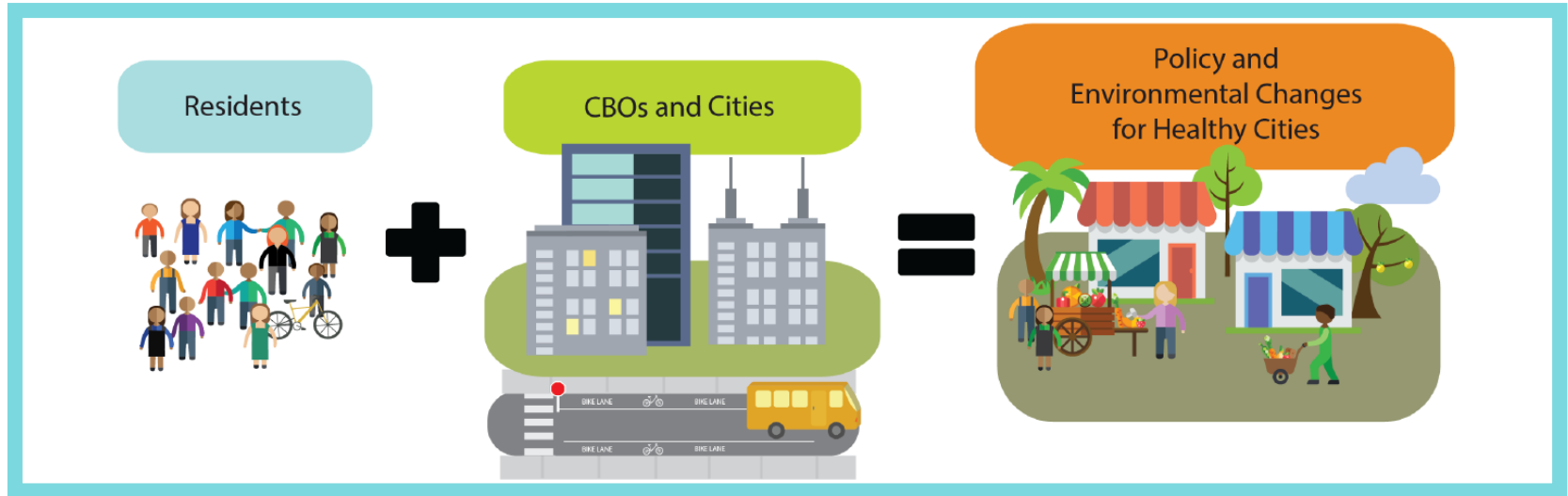
Federal Fiscal Year	Budget
FFY 2013	\$1,522,778
FFY 2014	\$4,288,692
FFY 2015	\$4,288,692
FFY 2016	\$4,818,488
FFY 2017	\$4,600,545
FFY 2018	\$4,462,072
FFY 2019	\$3,891,119

# OUTCOMES: FFY 2013-2018



- ✓ **7 jurisdictions** advanced active transportation and healthy food system policies.
- ✓ **Over 75,000 residents** received nutrition education.
- ✓ **40 childcare providers** designated Health and Wellness Champions.
- ✓ **35 worksites** participated in the Live Well @ Work program.
- ✓ **30 schools** improved school nutrition and physical activity environment.
- ✓ **30 food retailers** stocked healthier foods.
- ✓ **20 faith-based organizations** built healthier congregations.
- ✓ **10 school districts** improved their wellness policies.
- ✓ **More than 10 community-based organizations** improved access to nutrition and physical activity in their settings.

# SUCCESS STORY: HEALTHY CITIES, HEALTHY RESIDENTS PROJECT



## Objectives

- Build CBO capacity to engage residents and work with cities on policy change
- Advance policies in active transportation and food systems
- Implement neighborhood environmental changes

## Project Sites



# SUCCESS STORY: CHILDCARE WELLNESS CHAMPIONS



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**Contractor:** YMCA Child Care  
Resource Service

## **Impacts:**

Focus areas:

- ☐ Gardening
- ☐ Stencils
- ☐ Types of food served
- ☐ Physical activity
- ☐ Staff and parent training

# NEW GRANT CYCLE = NEW OPPORTUNITIES



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**THREE MORE YEARS OF  
CALFRESH HEALTHY  
LIVING FUNDING  
OCTOBER 1, 2019 –  
SEPTEMBER 30, 2022**

- Primary settings:
  - LIVE
  - LEARN
  - SHOP



# CALFRESH HEALTHY LIVING BUDGET FFY 2020-2022



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Annual Projected Base Budget	Annual Potential Carry-In*	Approximate Annual Award
\$3,704,059	\$250,000	\$3,954,059

FFY2020-2022 Projected Base Budget	FFY2020-2022 Potential Carry-In*	FFY2020-2022 Approximate Award
\$11,112,177	\$750,000	\$11,862,177

\*Carry-in: Funding CDPH reallocates based on statewide unspent money from the previous year. San Diego historically averages about **\$250,000** a year to enhance CalFresh Healthy Living efforts.

# ANTICIPATED OUTCOMES: FFY 2020-2022



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## NEW FOCUS AREA OUTCOMES

- ✓ **3 school districts** will improve school meals.
- ✓ **3 farmers markets** will improve utilization of electronic benefit transfer.
- ✓ **30 food pantries** will adopt the Nutrition Pantry Program.

## EXISTING FOCUS AREA OUTCOMES

- ✓ **60 schools** will improve access to quality physical activity, impacting **at least 48,000 students**.
- ✓ **30 childcare providers** designated Health and Wellness Champions.
- ✓ **3 jurisdictions** will advance active transportation policies.
- ✓ **15 food retailers** will enroll in the *Live Well Community Market Program*.
- ✓ **At least 12,000 individuals** will receive nutrition education.

# BARRIERS AND SOLUTIONS



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Barriers	Solutions
Meeting demand for services	Focus on improving health equity; outreach to diverse communities
State changing priorities	Communicate with our partners
Funding decreasing	Implement sustainable changes
Keeping community engaged	Healthy Cities, Healthy Residents project

# REQUEST FOR HSAB SUPPORT



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## BOARD LETTER – Vote to support the following actions:

1. Accept CalFresh Health Living grant funds from the California Department of Public Health in an amount of approximately **\$11.9 million** for the period of **October 1, 2019 through September 30, 2022**.
2. Authorize the Agency Director, HHSA, to **pursue future funding opportunities** related to the support of chronic disease prevention efforts.

## QUESTIONS?

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